

Questions Posed to ADP in Response to ADP-RFP-05-9

Responses Provided March 23, 2006

1. Will non-profit corporations who have been in existence less than 3 years be considered for this grant if they produce a technically feasible proposal that includes qualified personnel and Subcontractors (>10 years experience buying radio air time on a statewide basis)?

RESPONSE: All technical proposals that meet the submission requirements will be considered equally.

2. Does the maximum bid amount of \$2,462,777 include the purchase of the media or is this the amount for placing and managing the media only?

RESPONSE: The purchase of the media is included in the total maximum bid amount.

3. In regards to Section 1.7 letter E: How would ADP like to see the discount additional promotional value of 30% from the radio stations selected for media?

RESPONSE: As a separate, easily identifiable line item within the budget.

4. On the top of page 4, # 1.6.G, you note that the Contractor and/or Contractor's representatives are prohibited from soliciting business or donations or engaging in any other fundraising activity in the course of carrying out your contract. Please clarify the meaning of this restriction. Does it prohibit the Contractor from pursuing new business opportunities that are unrelated to the ADP subject matter or agreement? Does it prohibit solicitation of funds on behalf of non-profit organizations or community endeavors?

RESPONSE: The Contractor may not solicit new business or donations or engage in fundraising while performing work paid for by this Contract. Contractor may pursue new business opportunities that are unrelated to the ADP subject matter or agreement.

5. Can you identify who will be or is doing the creative work for this campaign? If an outside Contractor is doing this work, was this contract awarded through an earlier, separate RFP process and if that's the case, are copies of that RFP available?

RESPONSE: Creative work is being developed either within ADP or by a governmental agency, precluding the need for a formal bid process. Therefore, no RFP is available.

6. You have indicated that copy for the outdoor advertising will not be available until after June 30, 2006. However, can you tell us what the general messages in the radio spots and outdoor displays will be?

RESPONSE: The radio spots and outdoor print will be designed to raise awareness of problem gambling and to promote a toll-free telephone number..

7. Will the advertising direct audiences to a Website or an 800 number for more information?

RESPONSE: Yes, advertising will direct audiences to toll-free telephone numbers.

8. Do you intend to dictate the sizes of outdoor advertising boards or do you want recommendations as to the most appropriate sizes, based on professional judgment, budget limitations and negotiating capability?

RESPONSE: For decisions regarding the nature of outdoor advertisements, OPG will seek recommendations for specific markets from the Contractor. The initial outdoor advertising will be 30 sheet billboards.

9. Will outdoor materials be available in both vertical and horizontal formats?

RESPONSE: Horizontal formats will primarily be used; vertical formats will be used dependent on discussions with the Media Planner. In addition, OPG will develop the artwork/design but the Contractor will oversee the printing and distribution to billboard companies. The Contractor is expected to budget for the costs of printing the outdoor ads, approvals prior to printing and any costs associated with getting the printed material to the billboard companies.

10. Will outdoor materials be available in multiple languages?

RESPONSE: Within the RFP, Section 1.7 - Scope of Work and Deliverables, it is stated that the "selected Contractor(s) will develop and implement a media buying plan utilizing previously-produced 10-second and 60-second radio spots in English and Spanish and 60-second radio spots in Mandarin, Cantonese and/or other languages identified by OPG, and outdoor display advertising copy to address a targeted portion of the public who are: predominantly 16-24 years old, male or female..."

11. On page 6, #1.7.Q and R (1-5), the RFP focuses on copyright requirements. Why are these applicable to this agreement, since the assignment is solely for media planning and buying?

RESPONSE: Because OPG is considering a future print campaign, this language regarding copyright requirements is applicable.

12. On page 13, #2.6.B, you indicate that the contract cannot be used for paying the salary of someone who receives more than \$100,000 per year. Please clarify the meaning of this statement. Does that mean individuals whose annual salaries are greater than \$100,000 cannot work on this particular contract at all? If that's not the case, does it mean we would have to segregate the income or profit we receive from your account in some way and not use it to pay those with annual incomes above the \$100,000 level?

RESPONSE: Contractor may not pay an individual more than \$100,000 per year under the terms of this contract. It is acceptable to seek reimbursement for salary costs of an individual earning \$200,000 but spending 50 percent or less of their billable hours working on tasks related to this contract.

13. The budget format on page 32 does not have a line item for media commission. Do you allow bidders to charge an agency commission on media in addition to or in lieu of staff time fees?

RESPONSE: The preferred method for compensation is based on staff time fees and not media commissions. If commissions are charged, it must be disclosed and appear as a separate line item within the budget.

14. On page 13, #2.7, the RFP refers to a withhold of up to 10 percent of the Contractor fees and operating expenses, excluding buy-time. Please clarify this statement? Does this mean 10 percent of the actual cost of purchasing the media will **not** be withheld? If so, does that mean an agency commission on the media buy (if one is allowed) is exempt from the 10% withhold as well or is a media commission considered a Contractor fee?

RESPONSE: No. While a commission will not be exempt from the 10 percent withhold provision, the actual cost paid out to the media outlet(s) is exempt from the 10 percent withhold provision.

15. On page 32 (sample budget format), you list fringe benefits under personal services. Do fringe benefits include employer's payroll taxes? (There is no mention of payroll taxes on page 22, attachment 1.)

RESPONSE: Attachment 1, Definitions, offers the following explanation of employee benefits: "The Contractor's contribution to a retirement fund, insurance premiums for workers' compensation, and the Contractor's share of employees' health insurance." Moreover, on the same page (22 of 35), Personal Services are defined as "A category of expenditure, which includes such objects of expenditures as the payment of Contractor's salaries and wages of employees, and employee benefits, including the Contractor's contribution to a retirement fund...."

16. On page 12, you say contract funds may not be used to pay for holiday time-off. Generally, holiday time off is included in a salaried person's pay. Does this

restriction mean we have to adjust a salaried person's pay so that it does not reflect this holiday time? Also, does this restriction apply to vacation time and sick leave, etc.?

RESPONSE: Yes, a salaried person's pay will require adjustment to delete the holiday time benefit. And, while holiday time off is not a covered benefit under this RFP's resulting contract, salaries need not be adjusted to offset vacation or sick leave benefits.

17. When do you anticipate completion of the "prevalence study" mentioned on page 2, #1.6 and will it be made available to the Contractor?

RESPONSE: The preliminary key findings are scheduled to be released as early as June, 2006. Yes, when necessary approvals have been obtained, copies will be made available to the Contractor.

18. Who will be responsible for production costs related to producing radio dubs and outdoor printing?

RESPONSE: The bidder to whom the Contract is awarded will be responsible for all print production costs for the outdoor printing. OPG will provide radio production.

19. Who will size the outdoor artwork to fit media plan specifications?

RESPONSE: OPG will size the artwork in consultation with the Contractor.

20. Page 2, #1.5 states that the contract term is an initial 14-month period with possible renewals of three additional 12-month terms (63 months maximum total). Is it 14 + 12 + 12 + 12 = 50 months or 63 months?

RESPONSE: The actual contract will be 14 months for the first year. Each subsequent renewal will be for a 12-month contract term. Therefore, if the Contractor's performance continues to fulfill contract requirements and the contract is renewed, the maximum possible length of the contract will be: 14 + 12 + 12 + 12 = 50 months.

21. Page 3, #1.6D... under what circumstances would a Statement of Economic Interests Form be required?

RESPONSE: The Political Reform Act (Act) contains conflict-of-interest rules prohibiting a public official from making, participating in making, or using his or her official position in any way to influence a governmental decision in which the official knows, or has reason to know, that he or she has a "financial interest." (Government Code, Section 87100.) Section 87103 provides that a public official has a "financial interest" in a governmental decision "if it is reasonably foreseeable that the decision will have a material financial effect, distinguishable from its effect on the public generally, on the official, a member of his or her immediate family," or on any of the

official's economic interests. In addition, state and local public officials must file periodic statements of economic interests (Form 700) disclosing those personal assets and interests that may be affected during the performance of their official duties. (Sections 87200 - 87350.)

The Act defines "public official" to include "every member, officer, employee or *consultant* of a state or local government agency." (Section 82048, emphasis added.) Regulation 18701(a) defines a "consultant" as:

"(2)... [A]n individual who, pursuant to a contract with a state or local government agency:

(A) Makes a governmental decision whether to:

1. Approve a rate, rule, or regulation;
2. Adopt or enforce a law;
3. Issue, deny, suspend, or revoke any permit, license, application, certificate, approval, order, or similar authorization or entitlement;
4. Authorize the agency to enter into, modify, or renew a contract provided it is the type of contract that requires agency approval;
5. Grant agency approval to a contract that requires agency approval and to which the agency is a party, or to the specifications for such a contract;
6. Grant agency approval to a plan, design, report, study, or similar item;
7. Adopt, or grant agency approval of, policies, standards, or guidelines for the agency, or for any subdivision thereof; or

(B) Serves in a staff capacity with the agency and in that capacity participates in making a governmental decision as defined in Regulation 18702.2 or performs the same or substantially all the same duties for the agency that would otherwise be performed by an individual holding a position specified in the agency's Conflict of Interest Code under Government Code Section 87302." (Regulation 18701(a)(2).)

22. Page 4, #1.7A...May a Contractor use less experienced staff in support roles?

RESPONSE: OPG is relying on the bidder's experience and expertise to provide requested services in a professional and competent manner. Staff selection is left to the discretion of each bidder. Section 2.4 E, Item 2 requests resumes showing credentials, experience and qualifications of all key project staff for both the prime Contractor and the Subcontractors. This information must be included in the initial proposal and must be presented upon request throughout the term of the contract. If project staff is unknown, include qualifications for the position(s). Staff qualifications must be appropriate and sufficient to accomplish duties and program objectives and meet minimum bidder qualifications in RFP Section 1.4.

23. Page 7, #2.1...Are the numbers and letters to be used in our response to the RFP those contained/indicated in section 2.4 or in 5.2A?

RESPONSE: Bidder's responses are to be submitted in a format that matches Section 2.4. Please note, Section 5.2A incorrectly lists the RFP Sections as 2.3A, 2.3B... The correct reference actually should refer back to Section 2.4A, 2.4B, 2.4C, etc.

24. Page 15, #3.1 refers to the initial 15-month contract term yet others sections of the RFP refer to a 14-month term. Which is correct?

RESPONSE: While changes were made to the Synopsis, 15-months is still indicated in other locations of the document. The correct contract term will be 14 months, with possible renewal(s) of three additional 12-month contract terms.

25. Page 24, attachment II 2... Under what circumstances would this be applicable?

RESPONSE: Conflicts of Interest are defined not only by the Fair Political Practices Commission (FPPC) on Form 700 Statement of Economic Interest, but also in Section 7.10 of the State Contracting Manual. You may wish to access either or both references at the following Web-sites: <http://www.fppc.ca.gov/>; and, <http://www.ols.dgs.ca.gov/Contract+Manual/>

26. At the top of page 8 and under F on page 11, you indicate you will be allocating 20 points for budget proposals. However, on page 15, 3.2, the formula for bid proposal scoring indicates there are 30 cost points available. Can you clarify this difference?

RESPONSE: While 20 points are assigned to the budget for total Technical Proposal scoring purposes, the cost proposal is processed as a separate document. Therefore, if a Technical Proposal receives a passing score of at least 160 points (from the 200 point maximum), the dollar amount is calculated using the formula provided on page 15.

27. Will you have 30-second radio spots available?

RESPONSE: Not at this time. The radio spots will be formatted as either 10-seconds or 60-seconds.

28. Page 23...Post-Buy Analysis references newspaper yet the RFP requirements indicate only radio and outdoor will be used for the campaign. Is newspaper expected as a media vehicle in the plan?

RESPONSE: OPG will not be exercising this option until the first contract term is complete, but newspapers are an option for future years.

29. Are you receptive to the recommended usage of media forms requiring creative materials that currently may not/will not exist (e.g. television, magazines, etc.) and if so, how will those materials be produced?

RESPONSE: OPG relies on the experience and expertise of prospective bidders when recommending media forms and producing the needed production materials. The production of additional materials will be addressed if and when it is decided that such production is needed.

30. The RFP's Scope of Work stipulates statewide radio and outdoor media buys but also specifies that a minimum of two media markets must be supported during each contract period. Does this mean that you expect advertising to appear in every market eventually but that at least two markets must be supported each year?

RESPONSE: As a media strategy, this decision will consider the bidder's expertise and recommendation. However, for purposes of this proposal, assume two markets with radio and outdoor 30 sheet, four-color per contract year. OPG will be open to recommendations from the selected Contractor.

31. In Paragraph 2.4, B. 4. you have asked how our organization measures the effectiveness of its work. Does that question apply to advertising campaigns in general, or media buys in particular?

RESPONSE: It applies to both. Any case study or success story should include the media planning and buying assignment.

32. What is the anticipated timeline for approvals of media recommendations? (This must be built-into the project work plan.)

RESPONSE: Two to four weeks.

33. Is there a possibility that ADP's OPG is able to contract with another State agency without having to go through the lengthy bidding process?

RESPONSE: OPG has the option of entering into sole source contracts with other government agencies including the state colleges and universities. The current contract is focused on media planning and buying. It does not contain a production element. While a sole source contract is possible, OPG elected to seek media planning and buying services through a competitive Request-For-Proposal (RFP), at this time.

34. Have you purchased media in the last two years for this program?

RESPONSE: No.

35. If yes, who was the Contractor/media buying service?

RESPONSE: N/A

36. Although the specifications for the outdoor advertising are not available until June, can you give us specification parameters so we can all bid the same size and description for outdoor? For example, should we bid 30 sheet boards or painted boards or both? How many colors will the boards be?

RESPONSE: For proposal purposes, use 4-color 30 sheet billboards. Once the contract is awarded, the Contractor will have an opportunity to provide recommendations for specific markets, based on Contractor's experience and expertise.

37. Does the printing/production of the outdoor advertising come from this budget or is this strictly a media buying contract?

RESPONSE: Yes, the \$2.4+ million budget includes print production and shipping costs.

38. Should we budget for all shipping of dubs to stations and artwork to outdoor companies or will that be handled by your creative agency?

RESPONSE: Yes, the Contractor will be responsible for all shipping and distribution costs related to this contract.

39. The RFP's estimated time schedule indicates bid proposals are due by 4 p.m. on April 14, 2006. That date is Good Friday. Are State offices closed on that day or, at least, in the afternoon. If so, will it still be possible to deliver proposals at or near the designated deadline?

RESPONSE: State Offices will be open on Good Friday, all day. However, proposals can be delivered any day/time before the due date.

40. There is confusion about how section 3.2 "Bid Proposal Scoring" applies. It seems to contradict section 2.4 F. which says that there are 20 points available for the Project Budget score. Section 3.2 refers to 30 points, and also seems to be pertaining to a lowest bid type of contract – which does not appear to be the method of scoring used in the rest of the RFP. If both sections apply, how will they be used together? And does Section 3.2 intend to use the total bid as the numerator in the equation, or just the bidder's income? To use the entire bid amount as the numerator would award the contract to the bidder who uses as little of the budget as possible for paid media, turning back much of ADP's budget just to get the lowest score. This would not result in the most effective proposal.

RESPONSE: In Section 2.3 (not 2.4), Technical Proposal Scoring, the 20 points available for the Budget are for cost/value effectiveness and cost adequacy. These points are awarded as part of the technical score, but this is in addition to the cost points in Section 3.2. The formula used to determine cost points is as follows: The lowest dollar bid proposal (lowest entire bid amount) will be awarded the maximum

cost points (30 points). The lowest dollar bid proposal will then be divided by the other bid proposer's cost and multiplied by 30 which will determine costs points for all other bid proposals. There usually is not much difference between these cost points to have an impact. However, the technical proposal scoring carries much more weight for a higher score.

40. Reference Page 4 of 35, 1.7, First Paragraph - Is the target audience evenly skewed male versus female, 50% male and 50% female?

RESPONSE: For this proposal, a ratio of 50:50 will be acceptable.

NOTE: For additional information regarding problem gambling, please visit the following Web-site: <http://www.problemgambling.ca.gov/>

41. Reference Page 4 of 35, 1.7, F - Is it the responsibility of the Contractor to manage the budget and reconcile the accounting for project management, the paid media schedule and production? Does a portion of the \$2,462,777 need to be allocated to the production of the radio and outdoor ads?

RESPONSE: Yes, the total budgeted amount of \$2.4+ million is adequate within which to perform all tasks listed within the RFP, including budget management, accounting reconciliation for project management, and payment of the media schedule and production. The radio ads will be produced under a separate contract. The artwork for the outdoor ads will be developed by OPG. The Contractor will be expected to print ads, ship and distribute materials.

42. Reference Page 4-6 of 35, 1.7 - Is it the responsibility of the Contractor to provide a trafficking function for the creative? In other words, do you need the Contractor to produce and deliver a traffic list of all the radio stations and outdoor advertising that has been purchased for another party to forward the creative? Furthermore, is it the Contractor's responsibility to email an MP3 file of the radio spots to the various radio stations? Additionally, is it the Contractor's responsibility to mail the artwork for the outdoor advertising?

RESPONSE: Yes. OPG provides artwork and radio ads. The Contractor will assume responsibility for printing of outdoor work. The Contractor is expected to provide a trafficking function.

43. Reference Page 28 of 35, C Does "s" mean Subcontractor?

RESPONSE: Unfortunately a typographical error was made and not discovered prior to release of the RFP. Yes, "s" does refer to Subcontractor(s).

44. The RFP requests experience in finding unique means of achieving impact, yet prescribes fairly routine use of funds to advertise the campaign. Also, Item 1.7 E requests added value, including event marketing promotions. Is ADP willing to

consider public-private partnerships as a way to extend the value of the campaign? In doing so, is ADP willing to include partners' names or logos on ads? (For example, naming a sponsor on a radio tag or including the partner's logo on billboard ads?)

RESPONSE: At this time, a public-private partnership is not planned. However, OPG will review recommendations from the selected Contractor.

45. Another "innovative approach" might be to edit the existing 60-second PSA to 30-seconds in length to maximize effective reach. Is ADP willing to consider such tactics?

RESPONSE: OPG is relying upon the selected Contractor to research and identify the optimal placement and conveyance of the problem gambling prevention message.

46. Is there any incentive or advantage granted to a Certified Small Business? Is ADP willing to honor the State's commitment to pay Certified Small Business Contractors within 30 days of billing?

RESPONSE: For purposes of scoring this RFP, there are no points being awarded in recognition of a firm's status as a Certified Small Business. ADP is committed to processing all Contractor and Vendor Invoices to the State Controller's Office (SCO) within 30 days of receipt of an approvable and payable invoice. The SCO then has two weeks to issue the payment.

47. Item 1.7 C in the Scope of Work requires a minimum of two media markets for both radio and billboards, but does not specify top-priority markets. Will bidder's scores be based on the recommended markets and number of persons who will be reached by the proposed work plan?

RESPONSE: The recommended markets and number of persons who will be reached by the proposed work plan will certainly receive consideration during the scoring of Technical Proposals, within the categories of "Understanding of and Solution to the Problem," "Operation and Service Delivery," and, the "Project Work Plan."

48. Item 1.7.F. Mentions "production accounting." Also, there is mention of pre-recorded radio spots, but not of printed outdoor boards. Is the bidder to assume that they will produce the billboards and should include printing and design costs in the bid? Since the size of billboards will not be known until June 30th, is it safe to assume for bidding purposes that billboards will be 30-sheets size?

RESPONSE: Please refer to response for Question 36 for billboard size. OPG will design artwork. The Contractor will be responsible for printing costs.

49. Item 1.7 K. mentions research and evaluation as among the services to be provided yet no mention is made of research in the requested work plan. Is there specific research or evaluation requested by ADP?

RESPONSE: As mentioned in the Synopsis of the RFP, Contractor will be developing a radio and outdoor display advertising media plan, including research and identification of the optimal placement of the message(s)...

50. The RFP lists the target audience as males and females 16 to 24 years of age. Yet item 2.4 asks bidders to describe how they will determine the target audience. Is the stated target audience subject to refinement by the bidder?

RESPONSE: Yes, OPG relies on the experience and expertise of the bidder/Contractor to determine the optimum target audience. If bidder feels a modification to the age range is required, the rationale of their decision is to be included in their Technical Proposal. OPG retains final approval privileges.

51. Item 2.5 A.1. requests each staff person's monthly or hourly income. Since this is confidential information, is it possible to shield this information from being disclosed to any competing bidders who might request a copy of the bids? Or can a salary range be provided for all staff in this category?

RESPONSE: No. This information is available to all under the Public Records Act.

If a salary range is provided, the total number of hours of work to be provided by individuals within that range would be required.

52. Item 2.5 – Line Item Budget Instructions – only allows for direct costs, with a possible exception for some overhead or administrative costs. Where is the bidding agency to include its profit or fee?

RESPONSE: Line item detail, including mark-up for each line item, with the percentage separately identified.

53. In budgeting media costs, does ADP intend that gross or net costs be used? Is it permissible for an agency to charge a media commission on the media? If so, is there any restriction on the amount of the commission? Where is the media commission to be disclosed?

RESPONSE: Because we are only allowing hourly rates, with the fee/profit margin integrated into those, media costs will be at net.

Also refer to responses provided under Questions 13 and 14.

54. If the bidding agency is using a media buying firm, where is this to be disclosed? Is there any restriction on a bidding agency using a media buying firm that is under

common ownership by the agency – which would result in fees/profits to both entities? If a media buying firm is used, where is the media buying firm's commission to be disclosed?

RESPONSE: There is no restriction for a bidding agency to subcontract a media buying firm. If bidder chooses to subcontract with a media buying firm, the media buying firm will need to disclose hourly fees for the planning and the buying, and media costs will be at net.

55. There is confusion about how section 3.2 "Bid Proposal Scoring" applies. It seems to contradict section 2.4 F. which says that there are 20 points available for the Project Budget score. Section 3.2 refers to 30 points, and also seems to be pertaining to a lowest bid type of contract – which does not appear to be the method of scoring used in the rest of the RFP. If both sections apply, how will they be used together? And does Section 3.2 intend to use the total bid as the numerator in the equation, or just the bidder's income? To use the entire bid amount as the numerator would award the contract to the bidder who uses as little of the budget as possible for paid media, turning back much of ADP's budget just to get the lowest score. This would not result in the most effective proposal.

RESPONSE: Please refer to Question number 40 (above).

Under Section C. Project Work Plan

56. Are you expecting an actual media plan for the first 15 months including two suggested media markets, specific flight dates, radio stations involved and outdoor locations?

RESPONSE: The 15-month Project Work Plan through June 30, 2007, needs to include: Development and approval of a media buying plan, including identification of targeted demographics, radio air time and outdoor display advertising buys, monitoring and evaluation.

57. If you are looking for a total media plan what size outdoor boards shall we include in the proposal? Will various sizes be available?

RESPONSE: For purposes of this proposal, bids should be based on 30 sheet, four-color.

58. Do you have an idea for the two markets to kick off the first year or are you asking for the agencies recommendation?

RESPONSE: ADP is relying on the experience and expertise of the bidder.

59. Which agency is doing your creative?

RESPONSE: ADP is using in-house staff, as well as another government agency to develop creative.

60. What lengths are available?

RESPONSE: 10-second and 60-second radio ads.

61. Can we hear the spots?

RESPONSE: The spots are in development and will not be available prior to the Technical Proposal submission date.

62. See the outdoor creative?

RESPONSE: Outdoor creative is currently being developed and will not be available prior to the Technical Proposal submission date.

63. Under Bid Proposal Scoring 3.1 - How will you measure low bid?

RESPONSE: There will be no "low bid." Each submitted Technical Proposal will be scored based on the criteria set forth in Sections 2.3, 2.4 and 6.0 of the RFP. Only those Technical Proposals that receive a passing score will have the Cost Proposals reviewed and considered.

64. Amount of total media dollars spent to accomplish the task?

RESPONSE: The question is unclear.

65. Or cost of Personal services and Operating expenses?

RESPONSE: If you are asking how many points this is worth, the point value for project personnel = 25 points.

66. Section 1.1 (A.1) - Is there a separate RFP to produce the radio and outdoor ads? If so, what is the RFP number?

RESPONSE: These were produced in-house and in conjunction with another government agency. There was no RFP.

67. Section 1.1 (A.2) - Have the "geographical areas where the greatest impact may be realized" been identified by the OPG?

RESPONSE: OPG is relying on the bidder's experience, expertise, and recommendations to determine the placement of ads for maximum impact.

68. Section 1.1 (B.3) - Are the final negotiated media budgets to be submitted in gross dollars (inclusive of agency commission)? Does OPG pay agency commission based on the industry standard of 15% or is this to be negotiated as part of the bid proposal?

RESPONSE: Please refer to responses provided above (Questions 13 and 14, Page 3).

69. Section 1.7 (C) - Will the radio media markets be determined by OPG or by the Contractor?

RESPONSE: OPG is relying on the bidder's experience, expertise, and recommendations to determine the radio media markets.

70. Section 1.7 (D) - Will the outdoor media markets be determined by OPG or by the Contractor? Are these markets expected to be the same or different than the radio media markets?

RESPONSE: OPG is relying on the bidder's experience and expertise to determine the outdoor media markets, which may or may not duplicate the radio media markets.

71. Section 2.8 - When is "approval for radio spots and outdoor display advertising copy" expected? How soon thereafter is the radio plan to be implemented? The outdoor plan?

RESPONSE: These are currently in development and will not be available prior to the Technical Proposal submission date. Selected bidder will be given an opportunity to review all items upon award of Contract. OPG expects the initial radio buy to begin in the middle of June 2006. The outdoor ads will begin in 2007.